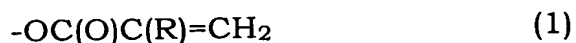


CLAIMS

1. A soft vinyl chloride copolymer resin obtained by
copolymerizing (A) a vinyl chloride type monomer and (B) a
5 macromonomer having a polymer comprising an ethylenically
unsaturated monomer containing a double bond in a main chain,
wherein the ratio of (A)/(B) by weight is 50/50 to 80/20.

2. The soft vinyl chloride copolymer resin of claim 1, wherein
10 the macromonomer having a polymer comprising an ethylenically
unsaturated monomer containing a double bond in a main chain has a
polymerizable reactive group, and said polymerizable reactive group has
a structure containing at least one group represented by the following
general formula per one molecule:

15



wherein R represents a hydrogen atom, or an organic group having 1 to
20 carbon atoms.

20

3. The soft vinyl chloride copolymer resin of claim 1 or 2,
wherein the macromonomer having a polymer comprising an
ethylenically unsaturated monomer containing a double bond in a main
chain is prepared by living radical polymerization.

25

4. The soft vinyl chloride copolymer resin of any of claims 1
to 3, wherein at least one of the macromonomers having a polymer

comprising an ethylenically unsaturated monomer containing a double bond in a main chain has a glass transition temperature of at most 0°C.

5. A process for preparing the soft vinyl chloride copolymer resin of any of claims 1 to 4, which comprises polymerizing a vinyl chloride type monomer and a macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain by at least one process selected from emulsion polymerization, suspension polymerization and microsuspension polymerization.

6. A soft vinyl chloride resin composition comprising the soft vinyl chloride copolymer resin of any of claims 1 to 4.